

## Search Engine Optimisation - Questionnaire

1. Website URL and Business Name URL
  
2. What is the Campaign Objective?
  
3. Describe the nature of your business in few words?
  
4. What type of Products/Services do you offer on your website?
  
5. Who is your Target Audience/Client? Mainly Local and or International?
  
6. What is the Business Category?
  
7. In which countries do you do most of your business? Where do you want to go?
  
8. Your website/portal comes under which category?

Static

Dynamic

E-Commerce

Content Management System

Other

**9. What are the Keyword phrases you think are most relevant to your website/Business?  
(At least 10 keywords in the order of importance)?**

**Example: Keyword phrase should be a minimum 3 words e.g.: "Travel agent USA",  
"USA tour Operator" "travel agency USA"**

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

**10. Who are your major competitors and their websites?**

- 1)
- 2)
- 3)
- 4)

**11. Who are your Suppliers and major Clients?**

**12. What is your Domain Age? (How old is your website/portal)?**

**13. Any SEO activities undertaken in the past/current? (Please provide details)**

**14. Are there any current PPC or Sponsored Activities? (Please provide details)**



**14. What is your business address physical and postal?**

**15. What are your opening hours?**

**Monday - Friday**

**Saturday**

**Sunday**

**15. What is Your Domain Email Id e.g.: [abc@yourdomain.com](mailto:abc@yourdomain.com)?**

**16. Contact Person and Phone number 24/7?**

**Signature:**

**Date:**